

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Brand is a distinguishing name or symbol (such as logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors (Ghodeswar, 2008:1). Here, brand is something important to make a product because it has the function as marker for a product and as distinguishing with other products.

Recently, the phenomena happening on local brands are that there are words which used new words especially using English words. It seems that the local brands are influenced by foreign brands. By applying English words to local brands, it is expected that the products will sell well throughout the country. The use of English words on local brands may increase their image in the surrounding environment and the demand of the local market. It is commonly known that the local brands using English are considered more prestigious than those using Bahasa Indonesia.

Many new word constructions are used when creating the local brands. To compose words of local brands are quite complicated and complex. In this case, it required extensive knowledge of vocabulary and creativity in linking words with the brand to be promoted as well as the image conveyed to market. Besides, it can increase reader's curiosity and interest local brands in English words. Ultimately,

advertisers wanted the consumers to buy the product itself from local brand using English words. In addition, the words can be read easily at a glance, for example: *Richoco Wafer, RicheeseNabati, Indomilk*, etc.

To analyze the brands, this study used O'Grady's theory of word formation processes. According to O'Grady(1989: 99-107), there were a variety of word formation processes that may occur in a sentence. The kinds of word formation were compounding, blending, clipping, coinage, acronym, back formation, conversion, onomatopoeia, inflection and derivation.

Word formation is a process to generate new words. As stated by Adejumo and Osunbade's Study (2014), word formation is conceived of as the process by which words are brought into existence. Here, the word formation is the most important word when advertisers make a product. On local brands, there are so many words created to refer to new concepts and thoughts in local brands. Using English words on local brands can provide a good benefit for both manufacturers and consumers. This is supported by the rise of the market that offer a variety of products which aim to fulfill the needs and desires of the consumers. The purpose of word formation on local brands using English is improving the quality of products for manufacturers and making image from the local brands using English.

This study was very interesting to be researched because many local brands which use new words and want to know how the local brands constructed and also attempted to reveal the meaning of local brands in English. The local brands analyzed are those of foods or snacks and drinks that still exist in 2014 to 2015 based on the criteria of local brands that has been registered in BPOM and

hastop brand. In BPOM, there were 100 local brands using English, but morphologically only 40 local brands using English undergo the word formation processes based on O'Grady's theory as 20 local brands of food or snack and 20 local brands of beverage.

1.2 Statements of the Problem

Based on the background above, this study is focused on:

1. How are those local brands using English constructed morphologically?
2. What do the brands represent linguistically?

1.3 Objective of the study

In line with the statements of problem above, the purpose of this study are:

1. Describing how the local brands using English are constructed morphologically.
2. Analyzing and explaining the meaning of the local brands using English.

1.4 Significance of the study

Theoretically, this analysis gave the examples about an analysis of English words through morphology point of view. In addition, this analysis hopefully gave better understanding of how English words in local brands are formed through *compounding, blending, clipping, coinage, acronym, back formation, conversion, onomatopoeia, inflection and derivation* (O'Grady, 1989: 99-107).

Practically, this analysis hopefully gave an idea to the readers about how to create local brands using English. Besides, the analysis can be used by the readers to understand the meaning of the local brands.

1.5 Scope and Limitation of the Study

The discussion in this research is under the field of morphology, more specifically the word formation processes on English words in local product brands which is classified into ten categories: *compounding, blending, clipping, coinage, acronym, back formation, conversion, onomatopoeia, inflection and derivation* (O'Grady, 1989: 99-107).

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1.6 Definition of Key Term

1. Morphology is the study of internal structure of words. Morphology deals with the internal structure of complex words. The words of any language can be divided into two broad categories, closed and open, of which only the latter are relevant to morphology (O'Grady and Dobrovolsky. *Morphology: The Study of Word Structure, in Contemporary Linguistics: An Introduction*. 1989: 89).

2. Word Formation processes are word formation rules including *Compounding, Blending, Clipping, Coinage, Acronym, Back Formation, Conversion, Onomatopoeia, Inflection and Derivation* (O'Grady, 1989: 99-107).

1.7 Organization of the Writing

Chapter 1: Introduction

This chapter contains background of the study, statements of the problem, objective of the study, significance of the study, scope and limitation of the study, definition of key term, and organization of the writing.

Chapter II: Review of Related Literature

This chapter consists of theories that are related of the study, such as morphology, root and affixes, word formation processes, and previous studies.

Chapter III: Research Method

This chapter explains about the type of research design, source of data and data, steps of collecting data, and steps of analyzing data.

Chapter IV: Data Analysis

This chapter contains with data analysis is done by the researcher about how the word formation processes on local brands using English are constructed morphologically, analyzing and explaining the meaning of the local brands using English.

Chapter V: Conclusion

This chapter explains the conclusions and gives suggestion.